

CLAIMS

The following is claimed:

- 1 1. A method of selectively suggesting goods or services, comprising the
2 steps of:
3 receiving data from a customer, wherein said data specifies goods or services
4 that are selected by said customer; and
5 determining a suggestion to make to said customer via use of said data, said
6 suggestion being based upon information associated with said customer.
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- 1 2. The method of claim 1, wherein said information associated with said
2 customer is probabilistic behavior, customer profiling, and/or situational sensitivity.
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- 1 3. The method of claim 1, wherein the step of determining a suggestion is
2 made to said customer after said goods or services are chosen by said customer.
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- 1 4. The method of claim 1, wherein the step of determining a suggestion is
2 made to said customer after said goods or services are customized by said customer.
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- 1 5. The method of claim 1, wherein said step of determining a suggestion
2 is made after said customer completes an order.
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1 6. The method of claim 1, wherein said suggestion to said customer is a
2 suggestion selected from the group consisting of suggesting an additional item;
3 suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen
4 item, suggesting an offer for an item at a discount price, and suggesting an offer of a
5 free item.

1 7. The method of claim 1, wherein said suggestion to said customer is a
2 suggestion selected from the group consisting of suggesting application of a discount
3 to an entire order, and suggesting application of a promotional discount to a
4 promotional item or to combine items into a combination pricing package.

1 8. The method of claim 1, further comprising the steps of:
2 constructing an order database based on said data received from said
3 customer; and
4 using said order database in said step of determining said suggestion.

1 9. The method of claim 1, further comprising the step of:
2 said customer customizing said goods or services;
3 receiving customized data from said customer, wherein said customized data
4 specifies said customized goods or services; and
5 modifying said suggestion based on said customized data.

1 10. The method of claim 1, wherein said good or services that are selected
2 by said customer are selected from an electronic menu located at a restaurant.

1 11. A method for selectively suggesting goods or services, comprising the
2 steps of:

3 receiving data from a customer, wherein said data specifies goods or services
4 that are selected by said customer; and

5 determining a suggestion to make to said customer based upon stored
6 attributes of said customer.

1 12. The method of claim 11, wherein said stored attributes are selected
2 from the group consisting of age, sex, name and prior order history of said customer.

1 13. The method of claim 11, wherein said step of determining a suggestion
2 to make to said customer is also based upon stored attributes of a business that
3 provides said goods or services.

1 14. The method of claim 11, wherein said step of determining a suggestion
2 is performed after said customer selects said goods or services.

1 15. The method of claim 11, wherein said step of determining a suggestion
2 is performed at the end of an order.

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1 16. The method of claim 1, wherein said suggestion to said customer is a
2 suggestion selected from the group consisting of suggesting an additional item,
3 suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen
4 item, suggesting an offer for an item at a discount price, and suggesting an offer of a
5 free item.

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1 17. The method of claim 1, wherein said suggestion to said customer is a
2 suggestion selected from the group consisting of suggesting application of a discount
3 to an entire order, and suggesting application of a promotional discount to a
4 promotional item or to combine items into a combination pricing package.

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1 18. The method of claim 1, further comprising the steps of:
2 constructing an order database based on said data received from said
3 customer; and
4 using said order database in said step of determining said suggestion.

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1 19. The method of claim 1, further comprising the step of:
2 said customer customizing said goods or services;
3 receiving customized data from said customer, wherein said customized data
4 specifies said customized goods or services; and

5 modifying said suggestion based on said customized data.

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1 20. The method of claim 1, wherein said good or services that are selected
2 by said customer are selected from an electronic menu located at a restaurant.

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1 21. A method for selectively suggesting goods or services, comprising the
2 steps of:

3 receiving data from a customer, wherein said data specifies goods or services
4 that are selected by said customer;

5 applying context specific rules to said received data; and

6 determining a suggestion to make to said customer, wherein said
7 determination is made based on results received after said step of applying context
8 specific rules.

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1 22. The method of claim 21, wherein said step of determining a suggestion
2 is performed after said customer selects said goods or services.

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1 23. The method of claim 21, wherein said step of determining a suggestion
2 is performed at the end of an order placed by said customer.

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1 24. The method of claim 21, wherein said suggestion to said customer is a
2 suggestion selected from the group consisting of suggesting an additional item,
3 suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen

4 item, suggesting an offer for an item at a discount price, and suggesting an offer of a
5 free item.
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1 25. The method of claim 21, wherein said suggestion to said customer is a
2 suggestion selected from the group consisting of suggesting application of a discount
3 to an entire order, and suggesting application of a promotional discount to a
4 promotional item or to combine items into a combination pricing package.
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1 26. The method of claim 21, further comprising the steps of:
2 constructing an order database based on said data received from said
3 customer; and
4 using said order database in said step of determining said suggestion.
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1 27. The method of claim 21, further comprising the steps of:
2 said customer customizing said goods or services;
3 receiving customized data from said customer, wherein said customized data
4 specifies said customized goods or services; and
5 modifying said suggestion based on said customized data.
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1 28. The method of claim 21, wherein said good or services that are
2 selected by said customer are selected from an electronic menu located at a restaurant.
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1 29. A system for selectively suggesting goods or services, comprising:
2 means for receiving data from a customer, wherein said data specifies goods
3 or services that are selected by said customer;
4 means for applying context specific rules to said received data; and
5 means for determining a suggestion to make to said customer, wherein said
6 determination is made based on results received from said means for applying context
7 specific rules.

1 30. A system for selectively suggesting goods or services, comprising:
2 means for receiving data from a customer, wherein said data specifies goods
3 or services that are selected by said customer; and
4 means for determining a suggestion to make to said customer based upon
5 stored attributes of said customer.

1 31. A system for selectively suggesting goods or services, comprising:
2 means for receiving data from a customer, wherein said data specifies goods
3 or services that are selected by said customer; and
4 means for determining a suggestion to make to said customer via use of said
5 data, said suggestion being based upon information associated with said customer.

1 32. A system for selectively suggesting good or services, comprising:
2 a memory; and
3 a processor, configured by said memory to perform the steps of:

4 receiving data from a customer, wherein said data specifies goods or
5 services that are selected by said customer; and

6 determining a suggestion to make to said customer via use of said data,
7 said suggestion being based upon information associated with said customer.

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1 33. The system of claim 32, wherein said information associated with said
2 customer is probabilistic behavior, customer profiling, and/or situational sensitivity.

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1 34. The system of claim 32, wherein said step of determining a suggestion
2 is made to said customer after said goods or services are chosen by said customer.

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1 35. The system of claim 32, wherein said step of determining a suggestion
2 is made to said customer after said goods or services are customized by said
3 customer.

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1 36. The system of claim 32, wherein said step of determining a suggestion
2 is made after said customer completes an order.

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1 37. The system of claim 32, wherein said suggestion to said customer is a
2 suggestion selected from the group consisting of suggesting an additional item,
3 suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen
4 item, suggesting an offer for an item at a discount price, and suggesting an offer of a
5 free item.

1 38. The system of claim 32, wherein said suggestion to said customer is a
2 suggestion selected from the group consisting of suggesting application of a discount
3 to an entire order, and suggesting application of a promotional discount to a
4 promotional item or to combine items into a combination pricing package.
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1 39. The system of claim 32, wherein said processor further performs the
2 steps of:
3 constructing an order database based on said data received from said
4 customer; and
5 using said order database in said step of determining said suggestion.
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1 40. The system of claim 32, further comprising a peripheral device
2 capable of allowing said customer to enter said data.
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1 41. The system of claim 40, wherein said peripheral device is a touch-
2 screen.
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1 42. The system of claim 40, wherein said system further comprises a
2 second peripheral device for providing a display of said goods or services to said
3 customer.